



SUCCESS STORY: AIMSURPLUS.COM

LEADING AN INDUSTRY USING WEB-BASED TECHNOLOGY

AIMsurplus.com entered the ecommerce space selling firearms and ammunition online 15 years ago. They quickly gained traction in the marketplace and established a passionate fan base online. Steve Neal, Founder and President, assembled an experienced and talented leadership team. This team brought together the knowledge and ability to source surplus from around the world, along with talent to create and maintain a highly effective ecommerce site. In a matter of a few years, AIMsurplus.com became an online industry leader.

THE SITUATION

AIMsurplus.com, like many successful emerging companies, outgrew their existing systems and processes. Due to the nature of the firearms and ammunition business, each order was manually verified to ensure all laws and regulations were being followed. Part of the verification process was to have each customer fax, scan/e-mail, or mail a copy of their federal firearm license to AIM directly. Once each order was verified, it was keyed into the accounting system to track sales, generate invoices, and manage inventory. Each step in this process served a valuable purpose and minimized the inherent business risk of their industry.

THE BUSINESS PROBLEM

Each step of their existing process was performed manually. Customers were required to send in their license information and AIM manually verified and re-keyed each order from their ecommerce system into their accounting system. AIM continued to hire to accommodate their growth and manual processes. Growing pains included spending valuable leadership time managing daily processes and hiring more people to accommodate growth, while trying to minimize the business risk of human errors inherent in their processes. The leadership team was considering a large capital investment in a new system, which they would need manage.

CUSTOMER IMPACT

- Orders took up to 5-7 business days to ship based on order volume
- Customers were required to either send in license information, or get their local dealer to send in their license information, before an order could be verified
- Order process included multiple systems and manual steps to keep the systems in sync daily
- Orders were taken for products that were not available since inventory was not in sync with the ecommerce site



THE IMX SOLUTION

The IMX team met with the leadership team at AIMSurplus.com to understand the current processes and business requirements, and provide a recommended solution. The EOS360 system was able to bring all products, prices, customers and inventory into one place. Having one integrated end-to-end solution customized to their business process requirements empowered the leadership team to boost profitability, grow sales, and capture market opportunities before the competition. Since EOS360 is a software-as-a-service (SaaS) solution, it eliminated the large up-front investment in buying software and hardware and provided a customizable path, rather than a restrictive off-the-shelf system.

RESULTS

- Eliminated 100 hours weekly of verifying and re-keying orders
- Increased new customer sales by improving the online buying experience and creating electronic license upload functionality
- Significantly grew dealer transfers through an innovative Dealer Transfer Network
- Built repeat sales and customer loyalty with automated customer notifications on new products and inventory availability
- Empowered the leadership team to focus on business growth opportunities, rather than verifying the daily manual processes
- Eliminated manual steps to verify every order with customer verification
- Eliminated the business risk of human errors in the order verification process
- Increased customer and employee satisfaction by reducing customer calls and CSR phone time which included taking orders and answering questions
- Delighted customers by cutting the order-to-ship time from 5-7 days to same day/next day shipping

SUMMARY

IMX Solutions works with AIMSurplus.com as a trusted IT partner to help them continue to adapt and lead their industry in an ever-changing business landscape. Leveraging technology and continuously looking toward the future, IMX works to ensure clients outperform their competition and grow profitably.



"Adding IMX custom solutions to our unique business needs has been a key to outperforming our competition and delivering real value to our customers."

- Steve Neal, founder and president, AIMSurplus.com